IN DEFENSE OF YOU

“True human goodness, in all its purity and freedom, can come to the fore only when its recipient has no power. Humanity’s true moral test, its fundamental test (which has deeply been buried from view) consists of its attitude towards those who are at mercy: animals.”

– Milan Kundera, *The Unbearable Lightness Of Being*, 1984

98% of the world funds and contributes in the regular practice of abusing animals.

Ignorance for farmed animals continues due to miseducation letting animal exploitation flourish and never see justice.

You have been lied to and manipulated since birth, fight back

Knowledge is power

Animal product consumers typically believe that animals raised for consumption must be treated well because sick or dying animals are not allowed to be sold for consumption. This is false.

Once aware, most are disgusted because most believe in animal rights, but most only regard their morning bacon as “something” not someone.